General Strategies to Achieve Exposure Reduction

(2) Reduce overall exposure (examples - issues)

- lower tar yields
  - ventilation
  - compensation
- increase nicotine yield
  - (not done)
  - addiction, sensory
- unspecific filtration
  - cellulose acetate toe
  - compensation
- technological approaches
  - reduced temperature
  - consumer acceptance
    - > *electrically heated cigarette smoking system (EHCSS)*
    - > *'cigarettes that heat rather than burn tobacco' (Eclipse)*

PM3001241886

DRAFT

Source: https://www.industrydocuments.ucsf.edu/docs/pldk0001